

# IN THE NEWS

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## Butzel Long attorney Bernie Fuhs featured on state-wide broadcast of 'Michigan Business Rap'

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DETROIT, Mich. – Butzel Long attorney and shareholder Bernard (Bernie) J. Fuhs was a featured panelist during a live, state-wide broadcast of "Michigan Business Rap," on September 11, 2017. Other panelists included Jeff Caponigro, President and CEO, Caponigro Public Relations Inc. and Ken Seneff, Founder of Local Logic Media & Restaurant Logic.

The one-hour program, which is broken down into four segments, highlighted a discussion about the importance of a business's reputation/brand; advanced planning in the event a crisis occurs; communicating during and after a crisis; and, a checklist of "must do's" in the prevention, preparation and communications.

Fuhs specifically discussed how assistance from an attorney in advance planning can save time and finances in the long run and the need for businesses to have an employee policy manual.

Based in Butzel Long's Detroit office, Fuhs concentrates his practice in the areas of business and commercial litigation with significant experience in non-compete, non-disclosure, and trade secret disputes, franchise disputes business and financial industry disputes, transportation and logistics industry disputes, and sales representative matters.

Fuhs has been named a *Michigan Super Lawyer* (2013 through 2017) and a Business Litigation, Trade Secret, and Franchise Top Lawyer by *DBusiness* magazine. He also was named to *Crain's Detroit Business* "40 under 40" Class of 2012, which honors "the best and brightest in Southeast Michigan," as well as to L. Brooks Patterson's Elite 40 Under 40 Class of 2013. Fuhs also serves as a television color analyst for NCAA and MHSAA Basketball.

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